**Real Viewership Numbers for Netflix**

The first Nielsen ratings reveal a lot about what's popular on the site. Netflix draws numbers comparable to HBO’s top program for “Orange Is the New Black.” Perhaps more interesting to media people, its viewers do indeed appear to skew much younger than traditional television. Netflix and similar services have become major competitors to broadcast, drawing away eyeballs from the shows where buyers place their ads.

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<http://www.medialifemagazine.com/finally-real-viewership-numbers-for-netflix/>